



200CEANS 2 VIBE

work is a sideline, live the holiday



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WELCOME TO THE VIBE

We're glad you could join us, or at least, we will be when you do. You see, when you consider that *2oceansvibe.com* has morphed into one of South Africa's most influential lifestyle, culture and brand networks, you'd be hard pressed to find a reason not to take your shoes off, get the sand between your toes, and take a long, slow sip on that cocktail.

The *2oceansvibe.com* empire was founded and continues to be run by Seth Rotherham, a man who preaches a simple gospel – ***work is a sideline, live the holiday.***

Seth could be me, he could be you. In fact, Seth is everyone who subscribes to The Vibe. The Vibe is cool, it's unhurried, it's aspirational, but relaxed. The Vibe is an unspoken trust. It's a stamp of loyalty that brands take on when they agree to look after their clients, and that clients take on when they agree to look after their brands. The Vibe is young, it's optimistic, it's edgy and grown up. The Vibe is where we all want to be. The Vibe is living the holiday.



And *2oceansvibe.com* is where the Vibe is at.



STATS AND FACTS

2oceansvibe is the current title holder of Best Overall Blog in South Africa, as awarded by the 2009 SA Blog Awards.

Other 2009 SA Blog Award titles include:

- Blog of the Year 2009: 2oceansvibe
- Best Entertainment: 2oceansvibe
- Most Controversial: 2oceansvibe
- Most Humorous: 2oceansvibe
- Best Original Writing: 2oceansvibe
- Best Original Post: 2oceansvibe

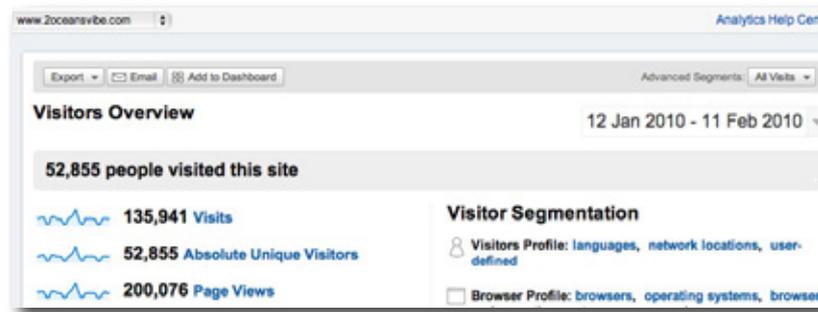


In website traffic jargon, the term “unique visitors” is fundamentally different from the term “hits”. For example, you might visit 2oceansvibe 30 times in a single month, but statistically speaking, you're still one unique visitor.

So take this in. 2oceansvibe.com is currently experiencing traffic flows of **200 000** page views, **100 000** unique visits, and **60 000** absolutely unique visitors per month. Videos produced by and flighted on 2oceansvibe enjoy a minimum of **15 000** views per production.

Google Analytics Comparative Stats:

	March 2009	Mid Jan-Mid Feb 2010
Absolute Unique Visitors:	34 317	52 855
Page Views:	173 207	200 076



That's roughly double the traffic flow to 2oceansvibe.com on all fronts from March 2009.



How is the traffic getting to 2oceansvibe.com?

- 50% navigate directly to 2oceansvibe.com
- 25% navigate to 2oceansvibe via search engine results pages
- 25% navigate to 2oceansvibe via links on external websites

Fiercely loyal readership combined with high external website referral places 2oceansvibe.com in prime territory for visibility on the web.

It's little wonder then that *Afrigator*, Africa's premier blog popularity aggregator, often ranks 2oceansvibe.com in **THE TOP THREE** for blogs in Africa, and South Africa, alongside the likes of Mail & Guardian's *Thoughtleader* conglomerate.

Afrigator

Most viewed blogs in Africa

Show blogs that are: Top Ranked | Most Visited | Most Viewed

- 1 نديبو العرب
- 3 2oceansvibe
- 4 Fromtheold
- 5 Cheap Flights South Africa
- 6 East Coast Radio Newswatch
- 7 Blat
- 8 Times Multimedia
- 9 Mazazik Buzz Celebrity And People
- 10 Thought Leader

2OCEANS VIBE

Touch Yourself
Starring Seth Rotherham

work is a sideline. live the holiday

HOSTING BY
PSA VPS

SEARCH

CATEGORIES

- HOME
- ABOUT 2OCEANSVIBE
- ASSOCIATED BRANDS
- SUBSCRIBE TO THE VIBE
- SEND NEWS TIPS TO 2OV
- PRESS
- ADVERTISING
- CONTACT 2OCEANSVIBE
- "THE VIBE" PARTY PICS
- 2OCEANSVIBE TV
- 2OCEANSVIBE JOBS
- 2OCEANSVIBE VILLAS
- 2OCEANSVIBE DVD
- THE 2OV WEATHER GIRLS
- 2oceansvibe PRODUCTS

FRIDAY MORNING SPICE
26.03.2010

4 Tweets

The Vibe
A NEW LINE OF GLAMOROUS Party Photographs

Auto Trader
ADVERTISE your vehicle from as little as R22 / day
CALL 086 111 4004 to advertise your vehicle

CAPE ROYALE
CLUBS, HOTELS AND RESIDENCES



2oceansvibe has a strong presence on social network [Twitter](#), with @2oceansvibe having had over 4000 followers from March 2010.

Seth's Twitter followers are showered with a constant trickle of impressive brands, restaurants, amazing experiences, or simply eye-candy photos of places in Cape Town that conform to The Vibe.



STATS AND FACTS (ONT...)

So who are all these people?

Marketing research indicates that the bulk of *2oceansvibe*'s readership – the *2oceansvibers* – are age 18-35, with LSM 6-10. However Seth has enjoyed substantial online and offline correspondence with *2oceansvibers* in their 50s, 60s, and 70s, proving that *The Vibe* is a state of mind, and not a niche fad.

What does this mean to you?

We'll take Tiger Woods, for example. Recently, rumours were verified that the iconic golfer was lodged at a Cape Town rehabilitation clinic, and they quickly cascaded into full blown news reports published in print and online in the UK (The Sun, The Times), the USA (New York Post), South Africa (Heat Magazine, News 24, IOL) and the rest of the world. The combined PR exposure for Montrose Place Rehabilitation Clinic was worth well in excess of R1 Million.

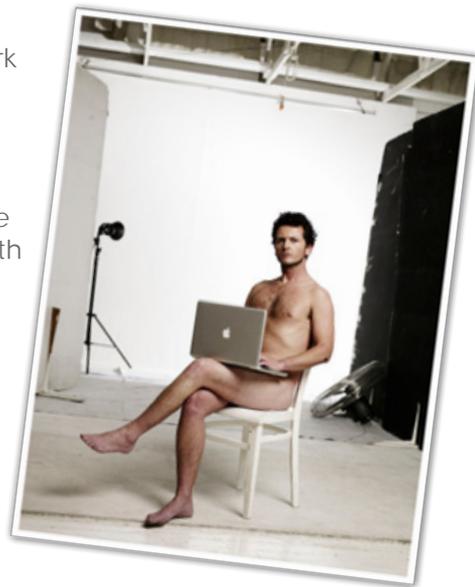
Where was the suggestion of Tiger's possible whereabouts first published? In a *2oceansvibe* [Good Morning](#) headline.

This shows that the *2oceansvibe* community is closely-knit, made up of a large number of opinion leaders in respective fields and industries who are active sharers and propagators of media and opinion on the internet.

The age and LSM data also points to the fact that *2oceansvibers* are a strong commercial bracket, with the attitude, will and ability to choose their brands carefully, and stick with the ones that don't let them down.

2oceansvibe is a powerful, exponentially growing network that can make a brand, literally overnight.

But in the World Wide Web, you've got to box smart. *2oceansvibe.com*'s propensity for landing organic (not paid for) first-page Google search results ensures that *The Vibe* is sustainable, and will move from strength to strength as it attracts new readers.



Try Googling these phrases, and note where 2oceansvibe ranks:

- [john smit book](#)
- [istore cape town](#)
- [portofino restaurant cape town](#)
- [woolworths online hampers](#)
- [eddie izzard cape town](#)
- [hudsons burger joint](#)
- [ray ban rare prints](#)
- [amor vittone](#)
- [puma store waterfront](#)

Please note that sometimes the same number 1 article comes up under another website's name – this demonstrates the success of 2oceansvibe's syndicated content, allowing further exposure for 2oceansvibe advertisers.

2oceansvibe.com is listed in the **TOP FIVE** Google search page results for the phrase [Cape Town Lifestyle](#). With the **FIFA World Cup 2010** looming on the horizon, we need to get real. Our beautiful country is hosting the Soccer World Cup, but Cape Town is an international city of status, and every foreign visitor will make a stop in the Mother City.

So besides welcoming them to The Vibe, 2oceansvibe.com's **high Google ranking makes it the unofficial tourism information website for Cape Town** leading up to the Soccer World Cup.

Projected site traffic figures are staggering, and the exposure that 2oceansvibe and its Associate Brands are set to experience will be incredible. Could you get that same exposure in a double page print spread, or a radio ad despite spending hundreds of thousands of Rands?

No, because those things are transient. 2oceansvibe is a thriving, regenerative community.



EXPOSURE AND PRESS

2oceansvibe and Seth Rotherham are garnering an increasingly high-level of attention from top South African print media publications, as well as numerous international online publications. Those who have shared in *The Vibe* include:

- [Top Billing Magazine Show](#) (Full feature)
- [Get It Magazine](#) (Cover Story)
- [Mango Airlines in-flight Magazine](#) ("Juice") (Cover Story)
- [Leadership Magazine](#)
- Huisgenoot
- [YOU Magazine](#) (Cover mention)
- Cosmopolitan
- [Perez Hilton](#) (while working with comedian, actor and 2oceansviber, Pauly Shore)
- [ELLE](#)
- [Marie Claire](#) (Special edition 'Naked Issue 2010')



A few examples of recent exposure of Seth and 2oceansvibe in the press are below and alongside:



EXPOSURE AND PRESS CONT...



For a fully comprehensive list of Seth Rotherham and 2oceansvibe.com media coverage, visit <http://www.2oceansvibe.com/category/press/>.

More recently, 2oceansvibe and Seth Rotherham have begun to permeate South Africa's urban pop culture. A 2oceansvibe Cocktail features on the menu of Cape Town's hottest beach bar, Café Caprice, whilst Cape Town's premier pizza outlet, Butlers, was recently blessed by the addition of "The Rotherham" to its menu.



In 2009, a public spat broke out between *Idols* judge Randall Abrahams and Seth Rotherham. The resulting [video](#) was viewed 200,000 times, and snagged the Best Blog Post of the Year Award at the 2009 SA Blog Awards.



BRAND POSITION

2oceansvibe and Seth Rotherham haven't achieved this popularity for nothing.

2oceansvibe has carved out a permanent space of its own as an easily accessible brand with integrity, longevity, class and cool-currency. 2oceansvibe is rooted in Cape Town, South Africa, and the Western World, and has the ability to engage with each of these fiercely loyal readership groups simultaneously. That's the genius of the 2oceansvibe brand, "work is a sideline, live the holiday" is a universally attractive concept.

And more and more brands are beginning to see the light, not only of the message, but also of the medium. Blogging, social media and online communities provide brands with opportunities to reach a myriad of people, better than traditional media advertisements at an absolute fraction of the cost.

It is interesting to note that a 30 second radio ad these days goes for around R12,000. Whereas the same amount of money could get you an endorsement by Seth and 2oceansvibe in the form of an editorial seen by over 50,000 pairs of eyeballs, as well as a potential Google number 1 ranked article – something that could be there for years. And what happened to the radio ad? It came and went, with no accurate stats as to the success of the campaign.

The thing about media created on the internet is this: People can take it for themselves, they can play with it, share it, and endorse it while spreading it across countless online platforms. If they have the right starting point, brands can be so much more than their products.

Thanks to Google Analytics, 2oceansvibe's traffic statistics are measurable and available any time of any day. And more than that, 2oceansvibe content is digested, discussed, and shared by 2oceansvibers. Why? Because the brands that we partner with are brands that love to please their clients. When's the last time you overheard Joe Public discussing your brand's radio or news print advertisement?

Whilst regular advertisers include the likes of **Peroni**, **Woolworths**, the **L'Ormarins Queen's Plate**, the **Franschhoek Motor Museum** and **Jameson Whiskey**, 2oceansvibe's target audience is best defined by its sponsors. With sponsors and advertisers often turned down for available opportunities, Seth has been very careful to pick the right blend of associate brands and sponsors that resonate loudest with the core identity of the 2oceansvibe. The aim is always to bring across an image that is both premium and hip, while remaining edgy.

2oceansvibe and Seth Rotherham have the following 6-12 month sponsorships:

Each deal varies, depending on the product/service.

- **Audi** (Motor Vehicle)
- **Cape Royale 5-star Hotel** (Residence)
- **Puma** (Sports Clothing & Apparel)
- **Fabiani** (Menswear)
- **Sunglass Hut** (Eye Wear)
- **Apple Mac Digicape** (Computer and phone)
- **NoMU** (Foods and Spices)
- **Vida e Caffè** (Coffee)
- **Boschendal Brut** (Sparkling wine)
- **De Grendel** (Wine)
- **Jack Black** (Beer)
- **Pussy** (Energy drink)
- **Butlers** (Pizza)
- **Equinox** (Spa)

Restaurants "in the vibe" include:

- **Caprice** Restaurant and Cocktail Bar (Camps Bay)
- **HQ** Restaurant (Cape Town city)
- **Caveau** Restaurant (Cape Town city)
- **Miss K** Restaurant (Green Point)
- **1800** Restaurant (Green Point)



BRAND POSITION (CONT...)



2oceansvibe Sponsors are encouraged to play together. Most of the 2oceansvibe beverages are available in the 2oceansvibe restaurants and the Cape Royale hotel. Barely a month after NoMU spices partnered with 2oceansvibe, NoMU peri-peri spice was added to the Butlers pizza menu, alongside another new addition to the Butlers menu - *The Rotherham pizza!*



Within the seething mass of 2oceansvibes, a special group of roughly 30 people have been hand-picked by Seth to feature as official [2oceansvibe Characters](#). Embodying the core identities of 2oceansvibe, this list of brand ambassadors includes many of South Africa's most popular celebrities, acclaimed artists and accomplished entrepreneurs. Those who subscribe to *living the holiday* include:

- John Smit
- Bob Skinstad
- Cokey Falkow
- Richard Hardiman
- Ard Matthews (Just Jinjer)
- Goldfish
- Dirty Skirts
- Nic Marais



Recently, South African mega-group and 2oceansvibe Characters, *Goldfish*, landed their track on a Kia car advertisement in the US as a direct result of networking between 2oceansvibe Characters.



The 2oceansvibe Show has served on numerous occasions to showcase prominent 2oceansvibe guests, and as a high exposure platform for showcasing 2oceansvibe associated brands. *Titanic* actor Billy Zane, Pauly Shore, *Goldfish*, John Smit, the Dirty Skirts and Premier of the Western Cape, Helen Zille, have all featured on the 2oceansvibe Show.



[The show](#) on which Billy Zane was a guest was viewed over 40 000 times, and showcased all of the 2oceansvibe brands at the time. One great advantage to advertising in this medium is the absence of legal restrictions, especially with regards to drinking alcoholic beverage brands during the show.



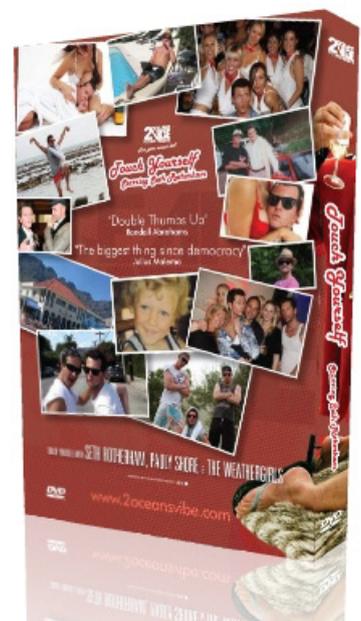
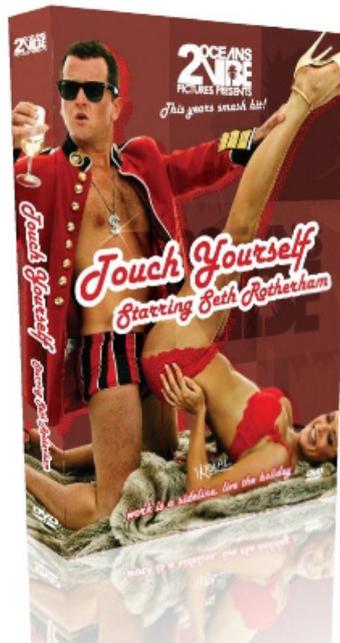
BRAND POSITION (ONT...)

The prestigious 2oceansvibe Weather Girls online TV show includes famous South African models, including Lisa Cowley, Michelle Cowley, Tracy McGregor, Lyndall Jarvis, Genevieve Morton, Gabrielle Damitriades, Elbe van der Merwe, Landi Swanepoel and, would you believe it, Hellen Zille - the Premier of the Western Cape! Needless to say, their beauty and personality do absolutely no harm to the 2oceansvibe brand, or any of the brands showcased in each of these productions.



All videos can be viewed at [2oceansvibe TV](http://2oceansvibe.tv).

The [2oceansvibe DVD](#) was also recently released and is available for purchase, featuring the bulk of the video material produced to date. It can also be hired from DVD Nouveau outlets.



THE EMPIRE

In addition to the 2oceansvibe.com blog, Seth and 2oceansvibe have recently launched a number of exciting new arms of the media behemoth that is 2oceansvibe.

[2oceansvibe Radio](#) is set to take the 2oceansvibe brand and its associate brands into the brave world of online radio. Whilst adding the dimension of 2oceansvibe-approved music to the media experience, [2oceansvibe Radio](#) will maintain the same key marketing strengths that [2oceansvibe.com](#) has over advertising media like magazines and radio. Namely an interactive community, content discussion and sharing of content between [2oceansvibers](#). And hey, let's face it – it won't be long 'till you have broadband in your car!

This is an online radio station broadcasting [set shows](#), with specific times of [live streaming](#) audio entertainment. The shows will include old and new music, discussions, competitions, Skype guest calls and phone ins. Each show will be made available in its entirety as a podcast, immediately after the show.

Much like 2oceansvibe.com, we aim to speak to you like a grown up, making certain assumptions along the way with regards to your interest in international affairs, technology, entertainment, media, people and sport. We also stand by our values and are dedicated to maintaining the overall brand's emphasis on the promotion of quality products and services, ultimately leading to a stress free life in accordance with *living the holiday!*

Meanwhile, [2oceansvibe Villas](#) adds an extra service to the 2oceansvibe stable by giving [2oceansvibers](#) the opportunity to find a vibing rented residence from which to live the holiday.



[2oceansvibe Jobs](#) was conceived by Seth as a means of finding a job that will help you to emancipate yourself, and live the holiday. Because nine to five is not our vibe.



RATE CARD

Editorials are written in a Search Engine Optimization-friendly manner, meaning that we do our best to snag a high Google search result page ranking for you.

2oceansvibe Sponsorship Includes:

Right hand banner advertisement.

One article at the start of agreement and then another every 4 months.

Exclusive affiliation and alignment with the 2oceansvibe brand.

Seth will not discuss competing brands on the website, nor will he consume competing products offline when in public - unless there is no stock of his preferred brand - in which case he will make every effort to get the establishment to start stocking his preferred brand. If they can't do it then he will probably not be frequenting the establishment as much.

Ongoing **ad hoc mentions, articles** and **tweets** can also be expected as the relationship grows but are not a forced part of this agreement. Good examples of this can be seen with established 2oceansvibe brands like Puma, Cape Royale and Caprice.

6 months = R9 000 a month and Seth's private personal use of product/service.

Total cost is R54 000 (over 6 months), includes R20 000 of articles and R60 000 banner advertising (32.5% saving).

12 months = R7 000 a month.

Total cost is R84 000 (over 12 months), includes R30 000 worth of articles + R120 000 banner advertising (44% saving).

Weather Girls:

10 second ad before the show.

R5 000

Feature product to discuss briefly with model and to give her as a gift on the show.

R5 000 (expect a minimum of 15 000 views).

Provide venue for shoot, brief mention on show and mention in the credits with website or phone number.

R5 000

Product placement (in shot during the show – doesn't have to be discussed). Mentioned in credits under "special thanks" with website or phone number.

R2 500

Restaurant mention during weather + logo and phone number in the credits.

R2 500

Full ownership of Weather Girls Show, including title sponsorship (past sponsors of this option include Levis, Puma, Cape Royale and NoMU).

R17 000



Other Video:

2oceansvibe-style feature on your product/venue/event/service.

Max 10 minutes at your venue or other.
 Will include Seth and 2oceansvibe characters if necessary.
 Including scripting, full digital production, delivery + hosting.
 R20 000 (expect a minimum of 10 000 views)

BANNERS & EDITORIAL						
	SUN TAN R12 000	BIKINI R10 000	PALM TREE R18 000	CHAMPAGNE R20 000	BUGATTI R23 000	OCTOPOUSSY R27 000
Top						
Side						
Under Each Article						
Editorial		 + R8 000	 + R7 000	 + R6 000	 + R5 000	 + R3 000
Spot Feature	250 words max + flyer mention on the site = R6,000					

Contact
editor@2oceansvibe.com
NOW
 to take advantage of this
 unique advertising
 opportunity.

Entry-Level Advertising (an exciting new feature):

Morning Spice Headline

This has been very well received - own a *Morning Spice* headline which consists of 40-50 words (the same place where the Tiger Woods rumour broke).
 R2 000

Main Morning Spice Headline PLUS Main Image

Own the **FIRST** morning headline, which includes the main image for that day's *Morning Spice* article.
 R3 000





copy: Simon Hartley
design: Ashleigh Rodda

